



# A friendly word of warning —

Contrary to all expectations of manufacturers, dealers and the public, the greatest shortage of motor cars which has yet been experienced in our industry is most likely to develop this year at the very time when cars will be most in demand.

Six months ago, it looked as though the greatest difficulties in production would be surmounted before the first day of 1920, and it was hoped that the first six months of the new year would find all the factories going at top speed.

This hope can never be realized. Therefore, it seems appropriate that someone should give a friendly word of warning to those who hope to be able to secure delivery of a new car in the spring.

## Steel Holds Up Cars

The chief obstacle to production created by the steel strike will most likely be encountered in the second quarter of 1920.

Those reserve stocks which have been obtained at a premium to sustain the production now proceeding will hardly be

sufficient to take care of more than the first three month's production.

After that time, we may expect to encounter even more difficulty in getting steel, until the production schedules of the steel plants are materially increased.

The effect of the curtailed production of steel, coupled with the tremendous demand for cars, will most likely bring higher prices before warm weather comes.

## Buy Your Car Today

From the standpoint of the dealer and the public, this simply means one thing.

The dealer must get all the cars he possibly can in January and February, and in view of the fact that every dealer selling a good car now has orders for more cars than he possibly can get during the first three months, the individual buyer, if he expects to have delivery before the late summer, must buy his car today.

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